


PNN PREFERRED Network News

 <p>23460 N.19th Avenue Suite 250 Phoenix, AZ 85027</p> <p>Phone 800-664-5240 Fax 623-869-9102</p>	INSIDE THIS ISSUE - AUGUST 2009	
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We have moved!

*New address: 23460 N. 19th Ave., Suite 250, Phoenix, AZ 85027
Phone, fax and email remain the same*

ARE ALL OF YOUR THERAPISTS CREDENTIALED???

When therapists come and go, are you keeping up with their credentialing status? It is crucial for all therapists who treat patients in your facility to be credentialed through **PREFERRED** for the following reasons:

- **License Status:** **PREFERRED** monitors all therapists' licenses to ensure they are active and in good standing with their state licensing board. We also run monthly audits to make sure no disciplinary actions have occurred.
- **Claim issues.** All contracted payors are updated each month with any changes (removal/additions) which affect your practice. Consequently, you may run into billing or claims issues if you do not notify us of a new therapist. Many healthplans/PPOs load your clinic data by facility, but many also require current therapist information in order to pay your claims.
- **Audits:** We need to have accurate and current information on file for audits conducted by payors (yes, we get audited, too!). In order to maintain delegated credentialing status, **PREFERRED** must demonstrate absolute compliance, which means we must have all therapist data up to date.

In the fee schedules you receive from **PREFERRED**, it is indicated that ALL therapists must be credentialed or in the credentialing process to participate. This is a friendly reminder to always add or remove therapists as soon as changes occur within your practice.

If you do happen to have new therapists who have not yet been credentialed, you can download the appropriate paperwork from our website at: www.preferredtherapy.com or contact our Credentialing "guru", Pam Carlton, at pcarlton@preferredtherapy.com.

PREFERRED Receives Prestigious Award

The Foundation for Physical Therapy recently honored **PREFERRED** Therapy Providers, Inc. as the "Premier Partner in Research for 2009". The Foundation bestows this honor to those who have made a substantial difference by supporting the Foundation and its mission.

"The Foundation for Physical Therapy is the cornerstone for advancement and recognition of the profession of physical therapy," said **PREFERRED's** President Jaxene Hillebert. "Each of us must continue to do our part to ensure that the Foundation remains a viable entity to professional growth."

PAYOR CORNER: MERGER MANIA

- Christy Beauchamp, Vice-President

In the past few years we have seen mergers and acquisitions continue in the payor/PPO community with no signs of stopping. Below is a recap of some of the activity alerts **PREFERRED** sent out to network providers in 2008:

SCHALLER ANDERSON

- Affected markets for **PREFERRED** members: **Arizona**
- Acquired by: Aetna
- State employee coverage was spread between Arizona Foundation, AMN or UHC. All other remaining business was transitioned to Aetna effective 1/1/09.
- Schaller no longer appears as a separate agreement on Arizona provider MCO Grid Reports.

SYNERGY HEALTH NETWORK/HERITAGE SUMMIT

- Affected markets for **PREFERRED** members: National
- While not a merger or acquisition, this was a transition of business while keeping the agreement active.
- Synergy Health Network was replaced by Heritage Summit Healthcare on provider MCO Grid Reports.

More notices will be forthcoming as events occur. **PREFERRED** is working diligently to keep network members apprised of activities in the industry and how they may affect your business. Please keep an eye out for any memos with our logo, and please do not hesitate to contact us with any questions.

RED FLAG RULES IMPLEMENTATION DATE DELAYED

The Federal Trade Commission (FTC) has delayed the enforcement date of the Red Flag Rules until November 1, 2009. To ease compliance, the FTC has created a website with resources for small businesses (<http://ftc.gov/redflagrule>).

Growth Projected for Physical Therapy Profession

The nation's aging population and expanded health care coverage will increase the demand for physical therapist (PT) services, says the American Physical Therapy Association (APTA) as a new federal report that presents a projection of potential developments in the US labor market over the next 5 to 10 years is released.

In its report titled "Preparing the Workers of Today for the Jobs of Tomorrow," the President's Council of Economic Advisers says that health care "dominates" the list of industries that are projected to add the most jobs during 2008-2016. The increased demand in this area stems largely from an aging population that will require care at home, in nursing care facilities, and in inpatient and outpatient settings. Occupations that will "likely grow in importance" include PTs and physical therapist assistants. In addition, the expected expansion of health care coverage through reform measures could lead to increased demand for health care professionals.

To read the full article go to: www.apta.org.

[Source: American Physical Therapy Association]

Don't Forget to Become a Fan of PREFERRED Therapy Providers on Facebook!

METABOLICRX

(A **PREFERRED** Vendor)

Lack time for marketing? Need a structured plan or extra marketing support?

Here's the perfect opportunity to advance your therapy business in the community. Metabolic Health Professional Services, Inc. is now offering Local Marketing Services in addition to our national campaign for all of our partner clinics across the nation. Our Account Managers will assist to increase exposure, recruit new referring physicians and patients for MetabolicRx Therapy. Marketing terms range from 2 weeks to 4 months and include all reports, account profiles, contact logs and follow-up visits.

To discuss partnership with MHPS, Inc. and your specific marketing needs, please contact BJ Retuya at 858.208.6711 or visit www.metabolicrxtherapy.com.

PREFERRED VENDOR NEWS.....

Your **PREFERRED** membership includes access to over 20 fine Vendors offering MONEY SAVING discounts! Call our office at 1-800-664-5240 for a complete list of vendors or go to: www.preferredtherapy.com.

ANNOUNCING OUR NEWEST VENDOR.....

SCALAR CREATIVE GROUP

PREFERRED MEMBERS ONLY! MARKETING MATERIALS AT A DISCOUNT!

We are excited to announce our new agreement with Scalar Creative Group. There is simply nothing more important than the first impression. It's Scalar Creative Group's mission to make sure that your visual materials, be it web site, print collateral or multimedia, are aesthetically designed in a way that makes them truly powerful, thus ensuring the few seconds you have to capture your clients attention are maximized. Scalar Creative Group accomplishes this in a number of ways starting off with a stunning, aesthetically driven design that quickly communicates in an artistic way, your company's brand & identity. The aesthetic design services they offer have been carefully selected to ensure all your needs are met. Their staff has been handpicked for their attention to detail, resourcefulness and most importantly, their understanding of the true creative process.

The Scalar Creative Group service offerings include: Aesthetic Identity & Branding, Logo Design, Aesthetic Web Design, Web Development, Programming and Software Development, Collateral Design, Print Procurement, Marketing Services, Multi Media. For more information call Scott Owen at 877-305-5612, or visit: www.scalarcreative.com and www.proseriesprint.com.

ON THE ROAD WITH PREFERRED...

Florida Physical Therapy Association Fall Meeting	Sept. 11-12, 2009 Wyndham Orlando Resort, Orlando, FL
Case Manager Society of Arizona Meeting	Sept. 11, 2009 Buttes Resort, Tempe, AZ
Louisiana Physical Therapy Association Fall Meeting	Sept. 18-19, 2009 Crown Plaza, Baton Rouge, LA
California Physical Therapy Association Annual Meeting	Oct. 2-3, 2009 Pasadena Convention Center, Pasadena, CA
AAPPO Pacific Regional Chapter Educational Event in connection w/the URAC 10 th Annual Quality Summit	Oct. 6, 2009 Hilton El Conquistador, Tucson, AZ

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